

VRIS UPDATE

TEAM MARKETING STRATEGY

Effective 3/14/07

Number 66

SUMMARY OF UPDATES

Each team will complete a Team Marketing Plan. Appropriate labor information will be provided to each Office Director to assist in this planning. Each plan will include the following areas:

1. Select the ten occupations and industries you will target in your marketing in the coming year.
2. Establish one Transition Scholarship program with a business within the next twelve months.
3. Develop over a three-year period, one Employer Account.
4. Familiarize and use the National Employer Team (NET) in developing outreach strategies.

VRIS POSTING

The Team Marketing Strategy will be posted in the Program Manual on VRIS. The accompanying Team Marketing Plan form will also be on VRIS under Administrative Forms.

MONITORING REQUIREMENTS

Each team will have a completed Team Marketing Plan completed each year by the first of October. Each plan will be reviewed by leadership.

TEAM COMMUNICATION

Office Directors should review the Team Marketing Strategy and accompanying form with all staff at their team meeting to assure they understand the changes in procedures.

LEADERSHIP CONTACT

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